



# QR Barcodes: “Free” Advertising Tool

Are you using QR Barcodes in your advertising?  
Your competitors are!

QR Barcodes are popping up everywhere. You’ll especially notice them in advertising. How can you use it with your marketing materials?

You can use a QR barcode on your sales flyers or ads. For example, add a YouTube video on a Panaboard demonstration. Anyone with a SmartPhone and a free app can scan the barcode and be directed immediately to that video, a company website, contact information, etc.

Let me create a QR Barcode for your website, YouTube video, etc., or, create one yourself.

## Let’s get started:

- 1) Go to your SmartPhone app store and **download a free QR Barcode Reader**. Be sure and get one that is compatible with your phone.
- 2) Next, Google **“free QR barcode scanner generator.”** (I’ll use steps I take using the generator I found at <http://beqrious.com>)
- 3) Start by **creating a user name and password** (you can save your codes that you create and go back to them later).
- 4) After signing in, I select **“My Folders.”** I create a new folder, for example, Company Website.
- 5) I select **“Generator”** on the top menu. Notice on the right side there is a place to “Save to folder or create new one.” Go ahead and select “Company Website.”
- 6) On the left side of the screen, enter your company’s web **URL**. Next, select “Create Code.” Since you’ve already selected the folder for your Company Website, click “Save.”

You can also save the code as a PDF or GIF. These can be used in your print or Internet marketing materials. (You can even use your SmartPhone QR Barcode Reader to read the code on your computer screen—I always scan it from the screen to make sure it works.)

- 7) There are additional items such as **“Email, Phone, Text, VCard, Text Message and YouTube video”** where you can easily generate code.

I found that using the URL was better for the YouTube videos than the the one labeled YouTube. For example, Google “UB-T880 YouTube” and you will find many videos. When you find one you want to use, just click on “Share” and then copy the URL and paste into the Generator to generate a code linking your customers directly to that video. It’s easy!

- 8) To create a **V-card** (which is your business card information), just fill in the blanks—I’ve discovered that it’s better to include only one phone number. Someone can then add that information directly into their contacts on their SmartPhone once they scanned your code.

QR Barcodes are fun and fast to create. Give it a try. **Scan the QR code at the top of the page and see what you find!**

**Share your creative ideas on how you are using these barcodes.**

***If you have any questions or would like for me to create codes for you, contact me:***

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